

IN THE CLAIMS

Please amend the claims as follows:

1.-26. (Cancelled)

27. (Currently Amended) A sales system for coupling to a communications network, comprising:

a sales server at a network address that operates a plurality of sales interfaces including first and second sales interfaces, each of the plurality of sales interfaces having a unique network address, each of the plurality of sales interfaces including a corresponding set of user interface elements, the sales server includes a customization interface to receive user inputs for an arrangement of a plurality of user interface elements, the plurality of user interface elements defining display attributes for at least one of the plurality of sales interfaces, the sales server is operative to create the impression to a first user that the first user is still using a first member site through which the first user accessed ~~[[a]]~~ the first sales interface by mapping the first sales interface to a first domain, the sales server is operative to create the impression to a second user that the second user is still using a second member site through which the second user accessed ~~[[a]]~~ the second ~~user sales~~ interface by mapping the second sales interface to a second domain different from the first domain, the first domain being a sub-domain of an address mapped to the first member site, the second domain being a sub-domain of an address mapped to the second member site, ~~and the first sales interface includes links to a first set of pages not operated by the sales server but being mapped to the first member site, and the second sales interface includes links to a second set of pages not operated by the sales server but being mapped to the second member site; and~~

~~a central database system adapted to:~~

~~store listings of items for sale received from the plurality of sales interfaces, the listings of items for sale are indexed by the sales server, the listings are offered on at least one of the plurality of sales interfaces;~~

~~receive bids for the items for sale from the plurality of sales interfaces, and store the received bids in an item bidding history.~~

the sales server to receive a first bid for a listing of an item for sale in an auction that is presented to the first user via the first sales interface and receive a second bid for the listing of the item for sale in the auction that is further presented to the second user via the second sales interface.

28. (Previously Presented) The system of claim 27 wherein the sales server further operates to generate a Domain Name Server (DNS) mapping of sub-domain names for the first and second sales interfaces, wherein at least a portion of each of the sub-domain names is consistent with the unique network addresses of the corresponding first and second sales interfaces.

29. (Previously Presented) The system of claim 27 wherein the first and second sales interfaces presented are each operative to present a plurality of linked pages.

30. (Cancelled)

31. (Previously Presented) The system of claim 27 wherein the first sales interface includes elements that are also included in the first set of pages and wherein the second sales interface includes elements that are also included in the second set of pages.

32. (Previously Presented) The system of claim 27 wherein the first sales interface includes a header that is also included in the first set of pages and wherein the second sales interface includes a header that is also included in the second set of pages.

33. (Previously Presented) The system of claim 27 wherein the first sales interface presented includes interface elements that include at least part of a name of the first domain, and wherein the second sales interface presented includes interface elements that include at least part of a name of the second domain.

34. (Previously Presented) The system of claim 27 wherein the sales server is further operative to:

- provide a customizable user interface for the plurality of sales interfaces;
- receive a user arrangement of a plurality of user interface tokens, the user interface tokens defining display attributes of at least one view of at least one of the plurality of sales interfaces, wherein the user interface tokens represent parts of the sales interface that are moveable or customizable.

35. (Currently Amended) A sales system for coupling to a communications network, comprising:

- a first sales interface at a first network address, the first sales interface including a first set of user interface elements;

- a second sales interface at a second network address, the second sales interface including a second set of user interface elements;

- a sales server at a third network address that operates the first and second sales interfaces while providing an impression that the first and second sales interfaces are being operated by different entities, the sales server is operative to create the impression to a first user that the first user is still using a first member site through which the first member accessed the first sales interface by mapping the first sales interface to a first domain, the sales server is operative to create the impression to a second user that the second user is still using a second member site through which the second user accessed the second sales interface by mapping the second sales interface to a second domain different from the first domain, the first domain being a sub-domain of an address mapped to the first member site, the second domain being a subdomain of an address mapped to the second member site, the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, ~~the customization interface is operative to provide different headers for the first sales interface and for the second sales interface, and the first sales interface includes links to a first set of pages not operated by the sales server, and the second sales interface includes links to a second set of pages not operated by the sales server;~~

- ~~a first server at a fourth network address to operate the first set of pages;~~

~~a second server at a fifth network address to operate the second set of pages; and~~
~~a central database system adapted to:~~
~~store listings of items for sale submitted by the first sales interfaces, the listings~~
~~are offered on the first sales interface and the second sales interface;~~
~~receive bids for items from the plurality of sales interfaces; and~~
~~store the bids in a item bidding history.~~

the sales server to receive a first bid for a listing of an item for sale in an auction that is presented to the first user via the first sales interface and receive a second bid for the listing of the item for sale in the auction that is further presented to the second user via the second sales interface.

36-37. (Cancelled)

38. (Currently Amended) A sales method for operation through a communications network, comprising:

receiving a first plurality of customization commands from a first accountholder;
receiving a second plurality of customization commands from a second accountholder;
presenting, by a sales server, a first networked sales interface accessed through a first member site by a first user for the first accountholder, the first networked sales interface being generated by the sales server based on input the first plurality of customization commands received from the first accountholder;

presenting, by the sales server, a second networked sales interface accessed through a second member site by a second user for the second accountholder, the second networked sales interface being generated by the sales server based on input the second plurality of customization commands received from the second accountholder, the steps of presenting are of the first and second networked sales interfaces being performed by a provider for the first and second accountholders that operates the sales server, the presenting the first networked sales interface is operative to create the impression to the first accountholder that the first account holder the first user that the first user is still using the first member site, through which the first account holder user accessed the first networked sales interface, by mapping the first networked sales interface

to a first domain, the presenting the second networked sales interface is operative to create the impression to ~~the second account holder that the second account holder~~ the second user that the second user is still using the ~~[[a]]~~ second member site, through which the second account holder user accessed the second networked sales interface, by mapping the second networked sales interface to a second domain different from the first domain, the first domain being a sub-domain of an address mapped to the first member site, the second domain being a sub-domain of an address mapped to the second member site, ~~and the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain;~~

receiving a first bid for a listing of a first item for sale in an auction that is presented to the first user via the first networked sales interface; and

receiving a second bid for the listing of the first item for sale in the auction that is further presented to the second user via the second networked sales interface.

~~storing listings of items for sale in a central database system; adapted, the listings received from the first sales interfaces, the listings are offered on the first sales interface and the second sales interface;~~

~~indexing the listings;~~

~~operating the first set of pages by a first server;~~

~~operating the second set of pages by a second server;~~

~~receiving bids for items from the plurality of sales interfaces; and~~

~~storing bids in a item bidding history.~~

39. (Previously Presented) The method of claim 38 wherein addresses of the first and second networked sales interfaces are mapped using DNS mapping.

40. (Previously Presented) The method of claim 38 wherein the steps of presenting are operative to present each of the first and second networked sales interfaces as including a plurality of linked pages.

41. (Cancelled).

42. (Previously Presented) The method of claim 38 wherein the steps of presenting present elements in the first networked sales interface that are also included in the first set of pages and present elements in the second networked sales interface that are also included in the second set of pages.

43. (Previously Presented) The method of claim 38 wherein the steps of presenting present a header in the first networked sales interface that is also included in the first set of pages and present a header in the second networked sales interface that is also included in the second set of pages.

44. (Previously Presented) The method of claim 38 wherein the steps of presenting present the first networked sales interface as including interface elements that include at least part of a name of the first domain, and present the second networked sales interface as including interface elements that include at least part of a name of the second domain.

45. (Currently Amended) The method of claim 38 wherein the first accountholder includes a first administration user that administrates a first member organization, and wherein the second accountholder includes a second administration user that administrates a second member organization, and wherein the first and second organizations are ~~second domains belong to~~ different legal entities.

46-48. (Cancelled)

49. (Previously Presented) The system of claim 27, wherein the first server and the second server are operated by different legal entities.

50. (Previously Presented) The system of claim 27, wherein the first domain includes a domain name for the first server that includes a subdomain name for the sales server that includes a subdomain name for the first user interface, and wherein the second domain includes a domain name for the second server that includes a subdomain name for the sales server that includes a subdomain name for the second user interface.

51. (Previously Presented) The system of claim 27, wherein the sales server is an auction server and wherein a first registration process is utilized to access the first server and wherein a second registration process is utilized to access the second server.

52. (Previously Presented) The system of claim 27, wherein the sales server is an auction server and wherein the auction server is accessed without first accessing the first server, and wherein the auction server is accessed without first accessing the second server.

53. (Previously Presented) The system of claim 27, wherein the sales system is an auction system, and wherein the sales server is an auction server, and wherein the first set of pages are used to access the first sales interface.

54. (Previously Presented) The system of claim 53, wherein the first sales interface is used to receive a bid from a user.

55. (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface.

56. (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface to resemble the first set of pages.

57. (Previously Presented) The system of claim 27, wherein the sales system is an auction system, and the items for sale are auction items, wherein the first and second sales interfaces are auction interfaces.

58. (Previously Presented) The system of claim 57, wherein each auction interface corresponds to an auction site, and wherein the central database system is adapted to store auction items available on the auction sites.

59. (Previously Presented) The system of claim 58, wherein the sales server is an auction server, and the auction server is further adapted to receive bids from the auctions sites.

60. (Previously Presented) The system of claim 59, wherein the auction server is further adapted to store the received bids in the central database system.

61. (Previously Presented) The system of claim 60, wherein the auction server is further adapted to index the received bids.

62. (Previously Presented) The system of claim 61, wherein the received bids are stored as part of a series of item bidding histories in the central database system.

63. (Previously Presented) The system of claim 62, upon expiration of an auction period for an item, the auction server determines a highest bid and compares the bid to a reserve price, wherein if the highest bid is above the reserve price the bid is successful.

64. (Previously Presented) The system of claim 57, wherein the auction server is adapted to receive a listing file from a user and merge the listing file into the listings stored in the central database system as a series of listing items.

65. (Previously Presented) the system of claim 64, wherein the auction server comprises a publisher subsystem adapted to create at least a portion of the first or second sales interfaces prior to receiving a user request.

66. (Previously Presented) The system of claim 65, wherein the publisher subsystem stores an object model representation of the central database system, wherein the representation is for accessing data in the central database system in generating the first or second sales interfaces, and wherein the representation is modified on retrieval of changed records from the central database system.

67. (Previously Presented) The system of claim 66, wherein the publisher subsystem maintains a dirty bit to indicate a change since the last generation of the first or second sales interfaces.

68. (Previously Presented) The system of claim 67, wherein the publisher subsystem scans the central database system to find changed records, and applies rules to determine which changed records incur modifications to the representation.

69. (Previously Presented) The sales system of claim 27, wherein the sales server provides an auction service on the plurality of sales interfaces.

70. (Previously Presented) The sales system of claim 27, wherein the sales server generates a web page for each of the plurality of sales interfaces.

71. (New) The method of claim 38, further comprising:
receiving a third plurality of customization commands from the first accountholder;
receiving a fourth plurality of customization commands from the second accountholder;
presenting, by the sales server, a third networked sales interface accessed through the first member site by the first user, the third networked sales interface being generated by the sales server based on the third plurality of customization commands received from the first accountholder; and

presenting, by the sales server, a fourth networked sales interface accessed through the second member site by the second user, the fourth networked sales interface being generated by

the sales server based on the fourth plurality of customization commands received from the first accountholder.

72. (New) The method of claim 71, further comprising:

receiving a second listing of an item for sale in the auction that is presented to the first user via the first networked sales interface; and

receiving a third listing of an item for sale in the auction that is further presented to the second user via the second networked sales interface.